LINGUISTIC COMPARATIVE ANALYSIS OF ADVERTISING MEDIA TEXTS (ON THE EXAMPLE OF ENGLISH AND UZBEK LANGUAGES)

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Abstract
This study presents an in-depth analysis of the linguistic and cultural aspects of advertising discourse in English and Uzbek, highlighting their similarities and differences. The main focus is on the use of connotative coherence, commercial intent, and language play in advertising texts. The research explores cultural values and processes of cultural adaptation as expressed through language and communicative strategies. Special attention is given to advertisements for automobiles, food products, and cosmetics, analyzing their unique approaches within English and Uzbek cultures. The study examines contemporary trends and stylistic features of advertising texts, as well as the distinctions and parallels based on anthropocentric approaches and linguistic strategies. The findings emphasize the importance of considering cultural and linguistic factors in the translation of advertising materials and the creation of effective advertisements. This work provides a solid theoretical foundation for applied research in linguistics, marketing, cultural studies, and communication.

Keywords: Connotative coherence, commercial purpose, language play, cultural value, cultural adaptation, car advertisement / automobile advertising, food advertisement, language strategies, cosmetics advertising, modern trends.

Introduction

It is impossible to imagine the modern world without advertising. As potential consumers, we are constantly exposed to a powerful stream of advertising messages from various mass media sources, including newspapers, magazines, television, radio, and the internet. Advertising is designed to highlight the differences between products and convey this information to consumers. Its purpose is not only to inform, but primarily to persuade and influence buyers. Advertising is important not only for producers but also for consumers. It acts as a driving force of society, reflecting all the changes occurring within it and is often referred to as the "mirror of society."

Main Body

Virtually all levels of language are actively used in creating advertisements. However, according to many researchers, the choice of words in advertising has the greatest impact. Words play a key role in shaping individuals' needs and value orientations, while also influencing their emotions and desires. It is noteworthy that analyzing advertising materials makes it possible to identify which needs are prioritized in modern society. Today, the range of advertised products is incredibly diverse. New goods and services emerge every day, and they attract attention thanks to their "new" status, carefully selected advertising texts, and sequences of promotional videos. Creators of advertising discourse use various linguistic tools in their work. The presence of different artistic and figurative devices makes advertisements especially rich and impactful. Indeed, the language of advertising has specific linguistic features, such as:

- selection of words with rich connotative coherence;
- use of stylistically colored words to attract attention;
- intentional use of words outside their literal meanings to enhance imagery;
- use of idioms to create specific images.

In their research "Language Play in the Communicative Space of Mass Media and Advertising," S.V. Ilyasova and L.P. Amiri define the concept of "advertising text" as follows: "a text presented orally or in writing, pre-prepared, autonomous, initially aimed at delivering specific information to the recipient, with a dominant commercial goal – to attract the recipient's attention to a certain type of product."

In our opinion, each type of advertisement is effective in its own way and is targeted at a specific audience. For example, retirees and housewives often pay more attention to advertisements placed in newspapers or magazines, as many of them trust printed mass media.

Linguoculturology studies the relationship between language and culture, and applying it to advertising discourse helps us better understand how advertisements convey cultural values and influence consumers. Key aspects of linguoculturology in advertising include:

• **Words and phraseology:** Culture-specific words and expressions are often used in advertising to create an emotional connection and sense of belonging among consumers. This includes the use of proverbs and phrases that carry deep cultural meanings.

For example, in English, we can take as examples such proverbs as "Make hay while the sun shines," "Business before pleasure," "Time is money," "Don't put all your eggs in one basket," "Never put off till tomorrow what you can do today," **and** "God helps those who help themselves," **as well as idiomatic expressions like** "die in harness," "to sow one's (wild) oats," "to talk shop," "to make the best of the bargain," "to have all one's goods in the shop window," "a drug on the market," "to shut up shop," "plain sailing," "to be all at sea," "to touch bottom," "to drop the pilot," "to nail one's colours to the mast," **and** "to sail under false colours."

Images and symbols:
Visual elements in advertising also carry cultural meaning.

Cultural stereotypes:
Advertisements may use stereotypical imagery to appeal to a specific audience. It is important to remember that stereotypes can be both positive and negative, and their use requires caution and sensitivity.

Language strategies:
Advertising employs various language strategies to attract attention, generate interest, and persuade the consumer. These include rhetorical questions, repetition, humor, and others.

For example:
"It keeps going, and going, and going…" (from an **Energizer** battery advertisement).

"Buy it. Sell it. Love it." (an advertisement for the **eBay** online shopping platform).
"Three times the care, three times the result" (from a **Clear** shampoo advertisement).
Repetition and antithesis were found to be among the most frequently used devices in both languages.

Figure 1. Language Strategies in Advertising

Cultural Adaptation:
An advertisement created for one culture may not work effectively in another. Therefore, it is important to adapt advertising materials to the specific culture of the target audience.

Looking at examples in advertising:
Beer Advertising:
In most English-language advertisements, beer is often associated with social gatherings, celebrations, and entertainment, reflecting the cultural significance of the beverage for many people.

Automobile Advertising:
Car advertisements frequently appeal to values such as status, prestige, and safety, emphasizing cultural ideas about what owning a car represents. According to common audience perceptions, car ownership is often seen as a predominantly male domain, as it is associated with traditionally masculine traits: "male strength" is compared to "car power." The advertised car is expected to embody masculine qualities such as reliability and the ability to overcome challenges.
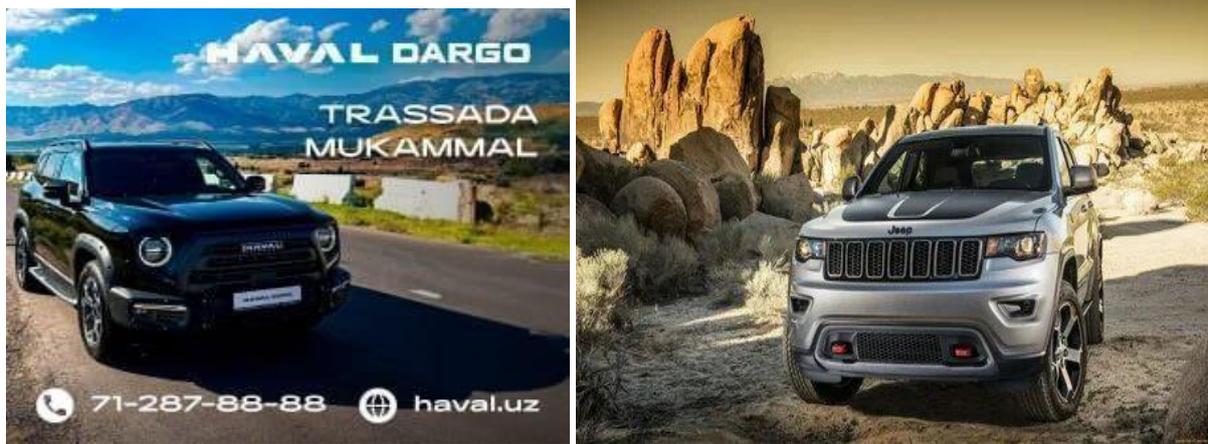
Figure 2. Representation of the Car in Advertising

Food Advertising:

Food advertisements often feature images of family, home, and appetizing meals, which appeal to cultural values related to food and domestic life.

Figure 3. Family and Friendship in Food Advertising

Advertised products can be divided into several categories, among which the following stand out:

Cosmetics and Personal Hygiene Products – products in this category are in high demand among women. Modern realities require women who want self-care and a perfect appearance to possess a variety of cosmetic products.

This category includes decorative cosmetics, skincare products, beauty products, lipsticks, eyeshadows, deodorants, soaps and shower gels, shampoos and conditioners, as well as feminine hygiene products.
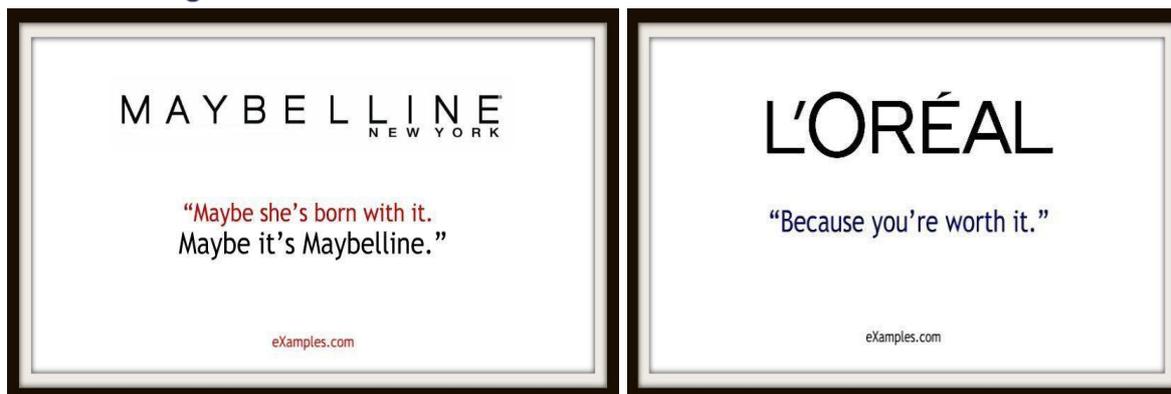
Figure 4. Linguistic Expression in Cosmetic Advertising

Researcher E.N. Serdobintseva, in her book "The Structure and Language of Advertising Texts," identifies eight lexical-thematic groups in women's cosmetics advertisements.

1-Table

Expressing Emotions:	Smooth skin, soft and manageable hair, gentle care, eyelash volume, silky smooth skin, delicate fruity fragrance, and others.	Soft care, eyelash volume, soft and manageable hair, smooth skin, silky smooth skin, gentle fruity scent, etc.
Skin elasticity, radiance, your image is your weapon, inner beauty, intense color, gorgeous curls, versatile hair shine, and more.	Skin elasticity, radiance, your image is your weapon, inner beauty, intense color, gorgeous curls, versatile hair shine, and more.	skin elasticity, radiance, your image is your weapon, inner beauty, intense color, gorgeous curls, versatile hair shine, and more.
Expression of Miracles	Imaginary fragrant scents and aromas, the magic of transformation, dreams it brings, and so on.	Fantastic fragrances, transformation magic, dream giving, etc.
Selected Features:	Perfect combination, unique series, exceptional durability, revolutionary technology, flawless makeup, exclusive formula, perfect color, and more.	perfect combination, unique series, excellent durability, revolutionary technology, flawless makeup, exclusive formula, perfect color, etc.
Hidden Sign	Secrets of the Stars, Secret of the Amazon.	secrets of the stars, Amazon's secret.

Active Words in Cosmetic Advertising

This lexical material outlines the main criteria for selecting words to create advertising texts for cosmetic products. Advertising creators pay special attention to the emotional aspect of the female psyche and craft ideal images that any woman dreams

of. Notably, there are almost no negative words in advertising texts. The most frequently used words in both compared languages include: sure (confidence), free, good, new.

Advertising is not just advertising; it is a means of conveying information about a certain people, introducing them, reminding, attracting attention, and creating imagery and prestige. Advertising is always targeted at a specific audience and intended for the population of a particular country. Undoubtedly, the services and products consumed vary across different regions. In this case, advertising possesses unique features that influence the carriers of a particular linguistic culture.

Contemporary Trends in Advertising Discourse

In recent years, advanced technologies such as Artificial Intelligence (AI), Augmented and Virtual Reality (AR/VR), chatbots, and Neuro-Linguistic Programming (NLP) have fundamentally transformed the semantic, pragmatic, and sociolinguistic layers of advertising discourse. International studies (Kapoor et al., 2023; Luger & Sellen, 2016; Sutherland & Thompson, 2021) have demonstrated that AI-based personalized content in advertising texts has a stronger impact on consumer consciousness.

For example, the work of Zhou et al. (2022) found that AI-generated advertising texts tailored to user psychology have a 42% higher conversion rate compared to ordinary advertisements. Moreover, Grewal et al. (2021) note that AR/VR-based immersive advertising experiences serve to increase consumer trust toward brands.

In Uzbekistan, research in this field is still at an initial stage, with existing articles mainly focused on linguistic style and lexical-semantic analysis (Karimova, 2021; Ergasheva, 2022). However, integrative approaches to applying new technologies in advertising discourse have not yet been extensively studied.

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